

FIG. 1

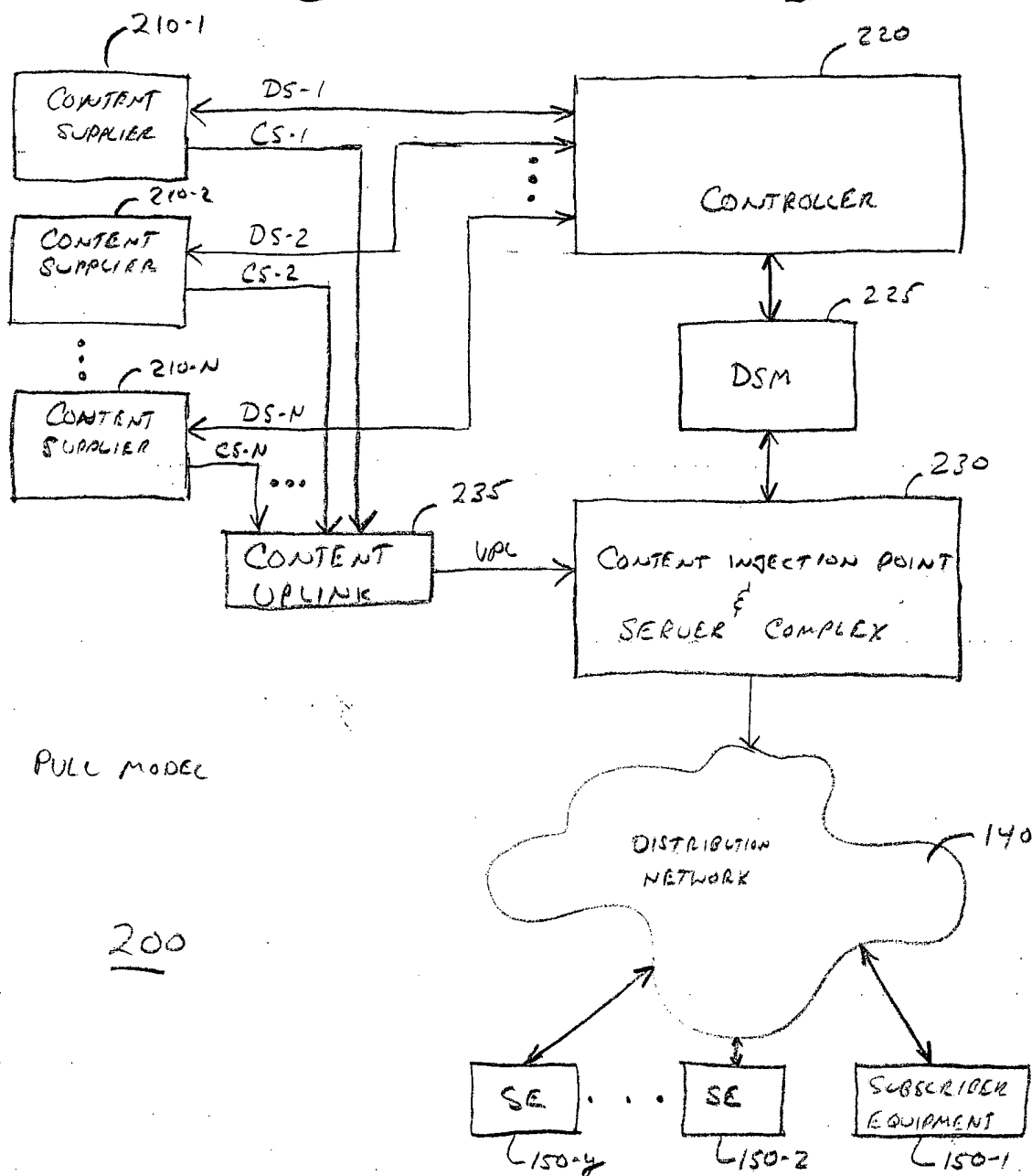
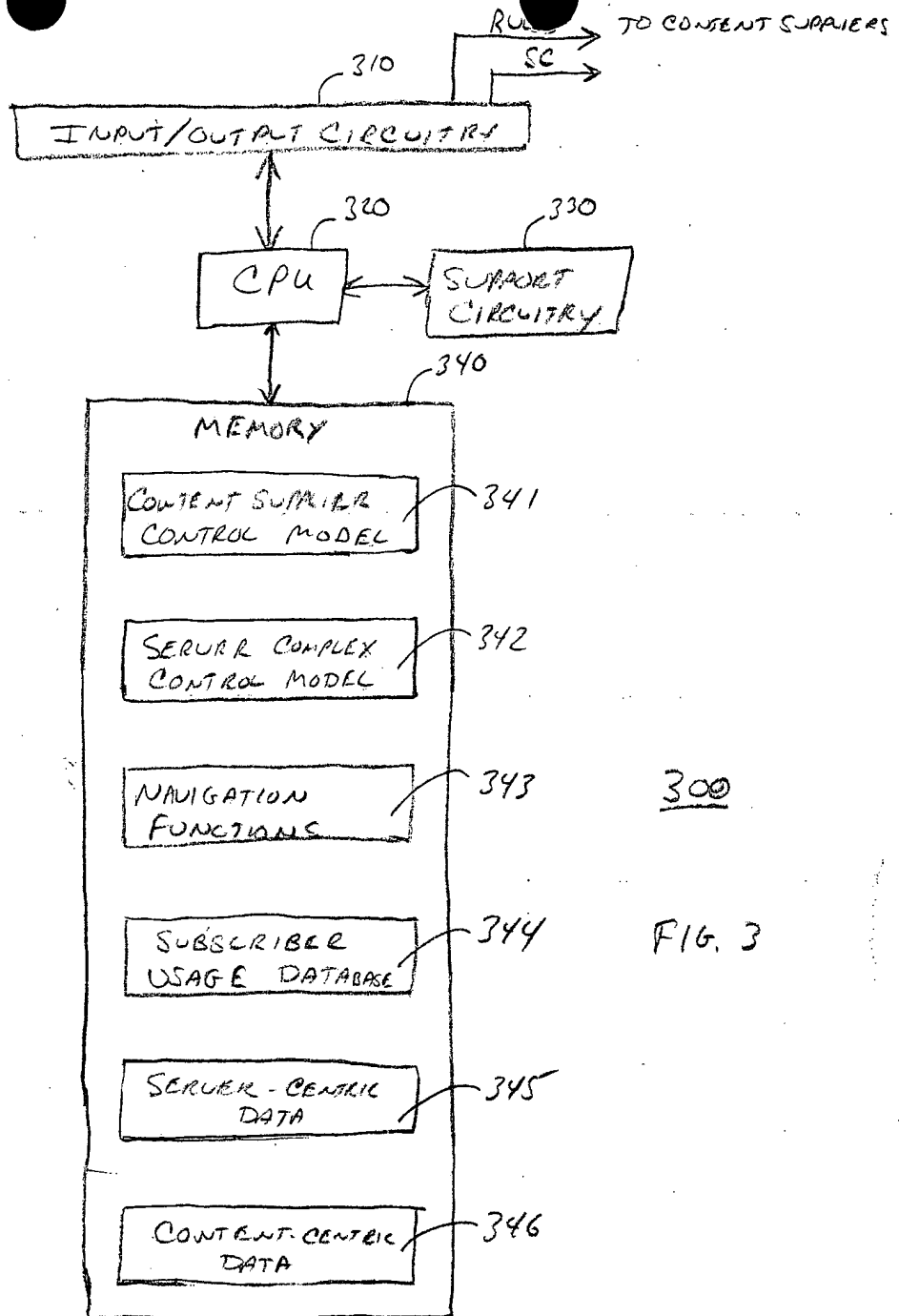


FIG. 2



300

FIG. 3



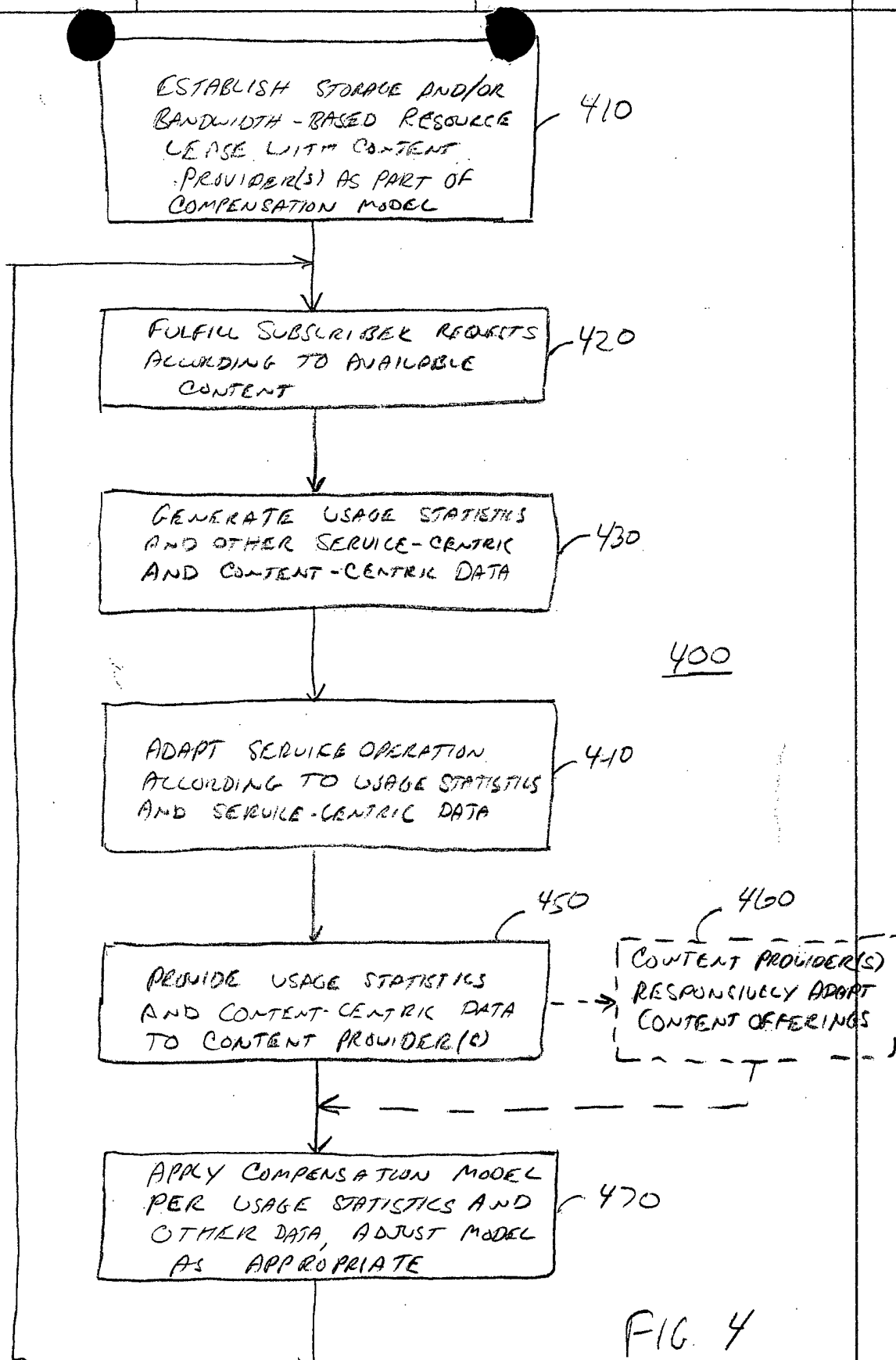


FIG. 4

MSO SELECTS CONTENT TO BE  
MADE AVAILABLE — CONTENT  
SUPPLIERS PROVIDE CONTENT PER  
TITLE & RIGHTS FUNCTIONS TO  
CONTENT INJECTION POINT

510

FULFILL SUBSCRIBER REQUESTS  
ACCORDING TO AVAILABLE  
CONTENT

420

GENERATE USAGE STATISTICS  
AND OTHER SERVICE-CENTRIC  
AND CONTENT-CENTRIC DATA

430

ADAPT SERVICE OPERATION  
ACCORDING TO USAGE STATISTICS  
AND SERVICE-CENTRIC DATA

440

ADAPT CONTENT OFFERINGS  
PER USAGE STATISTICS AND  
CONTENT-CENTRIC DATA

550

APPLY COMPENSATION MODEL  
PER USAGE STATISTICS AND  
OTHER DATA, ADJUST MODEL  
AS APPROPRIATE

470

500

FIG. 5